

# M/WBE Talk

**One Ashburton Place, Room 1017, Boston, MA**

## The Director's Corner— "Never Give Up on a Dream"

The following is the speech given by Monsi Quinones at the 4th Annual AMP Legislative Breakfast held at the Massachusetts State House on November 15, 2007

Someone once quoted on our potential as human beings "Only as high as I reach can I grow, only as far as I seek can I go; only as deep as I look can I see, only as much as I dream can I be."

Three years ago the AMP began working on its dream to get funded, to be recognized in the budget process, and to be able to increase services to the small, minority, and women-owned vendor community; who we are called to service. There is an expression that it takes a village to raise a child. Well you could almost say that it

took a village to help our dream become a reality.

While venturing in that effort, Department Coordinators and OSD Contract Managers worked closely with the AMP to ensure the inclusion of M/WBEs in all procurements. Together, we have achieved significant increases in statewide expenditures with certified vendors, consecutively for the last 3 fiscal years.

In FY05, M/WBE combined spending in Commodities and Services increased by 6.5% from the previous fiscal year.

In Fiscal Year 2006, M/WBE spending increased

by 8% from 2005.

And in Fiscal Year 2007, M/WBE combined spending increased by a substantial 13% in Goods and Services Contracts, totaling over 482 million dollars.

MBE spending in Fiscal

(Continued on page 5)



**Lieutenant Governor Timothy P. Murray (right) and Secretary of Administration and Finance Leslie Kirwan (left) with AMP Executive Director Monsi Quinones (center) at the FY08 AMP Annual Kick Off Meeting. (Photo by Goss)**

## This Issue...

The Director's Corner	1
From the Board <i>AMP Legislative Breakfast</i>	1
AMP Help Desk	2
Pathways to Procurement Workshop	2
In the Spotlight <i>Habakkuk Media Services</i>	2
New AMP Workshop for Prime Contractors	3
New AMP Department Training	3
Massachusetts Community Finance Corp.	3
Comm-PASS—SMARTBID	4
Meet the WBE Vendor <i>Ryan's Florist</i>	4

## From the Board—AMP Legislative Breakfast has Record Attendance

by Michael Kaye, Arvest Press (WBE)

On November 15, 2007 the Affirmative Market Program held its 4<sup>th</sup> Annual Legislative Breakfast in the Great Hall of Flags at the State House. The attendance of 250 people, was over 6 times the number of people who attended the first breakfast in 2004. The program, its

services, the support of the legislators and all participants is growing at a record pace. Presentations were made, highlighting the role of the AMP and the expansion of opportunities for all Minority-and-Women-Owned Businesses in Massachusetts within the Commonwealth's

procurement process and Beyond.

Josie Haywood (M-WBE) and Patricia Vacca (M-WBE), AMP Board members were the Masters of Ceremonies, leading the program.

Ellen Bickelman, State Purchasing Agent,

(Continued on page 6)



**The AMP Advisory Board presented at the AMP Coordinators meeting at MassHousing on October 16, 2007**



## AMP Enhanced Services: AMP Help Desk

The Operational Service Division announces the launching of the **AMP Help Desk**.

The **AMP Help Desk** provides prompt assistance to all Affirmative Market Program (AMP) participants including departments, contractors, municipalities and M/WBEs by:



**617-720-3359**

- Working towards new or additional AMP partnerships for AMP plans.
- Researching specific industries for M/WBE availability.
- Facilitating the identification of key AMP department coordinators
- Marketing assistance.
- Addressing all constituent AMP questions and concerns.

In addition to the Help

Desk, AMP will continue offering support services such as: one-on-one meetings, events & networking opportunities, workshops & trainings for the certified vendor community as well as Departmental educational trainings, and free Business to Business Mentoring. For all registration information go to the "Program Services" page at : [www.mass.gov/amp](http://www.mass.gov/amp)

*"It is hard to fail, but it is worse never to have tried to succeed."*

**Theodore Roosevelt**

## Pathways to Procurement Workshop—Barbara Miller

Do you know a business that is interested in learning how to do business with the Commonwealth?

OSD's "Pathways to Procurement" is a free 4 hour workshop designed to inform interested bidders about the procurement process for Statewide Contracts. To date, over 750 businesses have attended this valuable

workshop. The session includes information on:

- Understanding the methods of public procurement in Massachusetts.
- Where to find bidding opportunities!
- How to use Comm-PASS
- How to properly respond to a solicitation.

- Marketing to Public entities, and more!

Complete details on the Pathways to Procurement workshop are available on-line at ([www.mass.gov/osd](http://www.mass.gov/osd)); please share this information with interested bidders! If your organization is interested in hosting a workshop, please contact Barbara Miller at 617-720-3148.

## *In the Spotlight:* Habakkuk Media Services/Andrea Seward

*Client Partnerships Key to Providing Exceptional Media and Design Services.*

"I want to give agencies in the Executive Branch access to the same sophisticated level of media and design services usually afforded to the big corporations," said Andrea Seward, owner of Habakkuk Media Services.

Referrals from satisfied clients are responsible for the growth of her business, now in its 20<sup>th</sup> year. In partnership with her clients she delivers audio, video, and photography services for print and web projects. Her success in the

commercial, industrial, portraiture, and special event photography are not just the result of her technical expertise. Andrea also collaborates and if needed, creatively art directs or provides solutions for clients who need help communicating their messages visually. "There is no reason government agencies cannot communicate their

messages in a compelling way, said Seward.



**Andrea Seward, owner of Habakkuk Media Services.**

Emphasizing that her work is a partnership, but not a hand-holding relationship, Seward says, "My portraiture work for executives and families; work for special events and publications, require an

attention to detail that satisfies my clients but still has to measure up to my delivering results of the highest quality."

## New AMP Workshop for Prime Contractors

Are you a contractor who needs a little help with the AMP Plan submission in your solicitation? Do you want to make your AMP Plan more effective? If you answered yes to either of these questions, this new FREE training is for you!



**Certified Business Owners attending one of the many trainings offered by AMP.**

Maria Gonzalez, Business Coordinator for the Affirmative Market Program will be providing both Certified and Non-certified Bidders attending the workshop with the necessary information, resources, tools, and skills to complete an AMP Plan for

all types of solicitations. The AMP Plan form is a requirement for all large procurements and Statewide Contracts.

The new training will initially be offered on January 24 and February 26 from 10:00 to 11:30 a.m. at OSD, One Ashburton Place, Boston. If you would like to attend either session, you must pre-register via email at: [amp@state.ma.us](mailto:amp@state.ma.us)



## New AMP Training for Departments

On November 13, 2007 the first of a series of AMP Trainings for Departments was started at OSD. Department Coordinators and Contract Managers are welcome to attend this workshop that has been designed to provide them with the necessary skills to create effective AMP approaches in the procurement process.

With this training we have the opportunity to review :

- AMP Requirements and Policies

- Strategic Research and Planning for M/WBE Vendor Pool Availability
- AMP Plan Approaches for Success
- Managing AMP Commitments for Increased Outcomes
- AMP Steps for Effective Contract Management
- Maximizing AMP Plan Opportunities and Evaluation Options

In addition, several case studies are included to address common mistakes when developing RFR's.



Attendees have the opportunity to discuss their own challenges in an intimate setting. For information and registration on upcoming workshops please visit PACE at [www.mass.gov/pace](http://www.mass.gov/pace) or call the AMP Help Desk at 617-720-3359.

*"Imagination is more important than knowledge. Knowledge is limited. Imagination encircles the world".*

Albert Einstein

## Massachusetts Community Development Finance Corp.

—Andres Lopez

### CDFC: lending to small businesses for more than 30 years

The Massachusetts Community Development Finance Corp. (CDFC) is a quasi-public corporation created by the Legislature in 1975 to help small businesses access capital that might not be available from traditional lenders.

One of the nation's first state-wide community development finance institutions, CDFC's core

mission is to expand economic activity and good quality jobs in low income areas of Massachusetts. To that end, CDFC provides small businesses, especially those that are women or minority owned, with lines of credit, term loans, and surety bond financing support. Amounts may range from \$100,000 to \$500,000 for each loan product.



To date, CDFC has invested more than \$75 million in the Massachusetts economy, has more than \$14 million in assets under management, and has helped create or save thousands of jobs across the Commonwealth. To find out if CDFC can help your business, call 617-523-6262 or visit the CDFC website at [www.mcdfc.com](http://www.mcdfc.com)





## COMPASS—**SMARTBID**

- Joan Matsumoto

Small and emerging businesses continue to make up a significant proportion of SmartBid account holders on Comm-PASS, the Commonwealth's exclusive procurement record posting site. Of vendors who have subscribed since July 1, 2007, 47% report 25 or fewer employees and 51% report less than \$5M in annual revenues. Why do these small companies pay the optional fee when anyone can use free search, browse, and download features to access bid opportunities and contracts posted on the site?

Vendors who elect to establish a SmartBid

account gain access to powerful tools which can save a small company's most important resource: TIME!



A Comm-PASS SmartBid account offers custom tools which enable subscribers to:

- receive automatic email notifications regarding Solicitations and Contracts in their areas of interest
- advertise their company's entire line of products and services in a customizable Business Directory listing
- display their company name, contact information, and enable a hyperlink directly to their own website
- automatically populate

company contact information when clicking on the "Interested in Bidding" link on open bids

- bookmark records of interest for one-click access
- submit response documents online, as required for all statewide procurements and as allowed for other procurements

The Business Directory is a great place to advertise, and OSD is exploring new functionality that will enable search tools within the directory to quickly locate SOMWBA-certified vendors by Comm-PASS Category-Subcategory or locate prime vendors seeking sub-contracting partners.

*“(Natural Talent + Opportunity)  
Hard Work = Success”.*

**Michael Johnson**



## *Meet the WBE Vendor:* **Ryan's Florist** *by Owner Dianne Carney*

After many years of designing, I purchased Ryan's Florist in Arlington, MA. Despite our fabulous designs and beautiful shop, this newly purchased business struggled through the first years. I discovered that talent is great, but you won't be a real success if people don't know about you. I recently became state-certified as a woman-owned business entity (WBE). I then sat and waited for the phone to ring and the doors to open. I soon learned that nothing is going to fall in your lap. As a WBE, there are invaluable mentoring & training programs and many opportunities afforded by the state's Affirmative Market Program (AMP).

I have concentrated on marketing Ryan's Florist as an ancillary vendor to prime & sub-contractors and agencies under the Executive Branch. In the short time that I have been a certified WBE, I have established several lucrative ancillary relationships with other minority and women owned business entities. I am thankful that I became a part of this network that promotes and helps businesses like mine.

*Ryan's is a Full Service Flower Shop Offering All Aspects of Floral Services for Fresh Arrangements, Funeral Designs, Silk Flowers, Plants, and Dish Gardens. We work with Event Planners and Catering Professionals for Corporate Parties, Function Centerpieces, Balloon Bouquets, and Weddings.*



**Diane Carney, President  
H. A. Ryan, Inc., dba Ryan's Florist  
91 Warren Street, Arlington, MA  
[www.ryansflorist.com](http://www.ryansflorist.com)**

# Never Give Up on a Dream...

(Continued from page 1)

Year 2007 increased by 5% above previous year spending totaling over 200 million dollars.

WBE spending in FY07 increased by 20% above previous year spending totaling over 281 million dollars.

In addition, last year M/WBE Subcontracting participation totaled well over 31 million dollars, showing a 31% increase over the previous fiscal year.

You may wonder who our vendors are? We have seen not only the blood, sweat and yes tears, but also growth, capacity building, and expansion of many of our vendors. I would like to share just two examples of what can and does happen when individuals do not let go of their dreams - dreams to expand on their business prospects and to work with public agencies.

In September 2003, the President of GATI, Shirley Young realized that due to the downfall of telecommunication and networking industries, GATI had to refocus to stay afloat. Shirley, a single mother was not going to let her company go under. GATI worked with the AMP, and was mentored by Pat Vacca of NEOS. By 2004, GATI submitted three proposals, and was awarded three contracts. In addition, this company became the AMP Partner to **Uplinc** Incorporated for the ITC16, Hardware, Project Management, Integration, and Maintenance Statewide Contract. Shirley worked hard, persevered, followed-up on all our guidance and suggestions, and is today doing very well. She was able to expand her company to 10 more people, and is no

longer a one woman operation.

Three years ago, Maureen Thompson, of Maureen Electrical, a master electrician, came to the AMP. She said that her business was "at a dead end, and going no where fast". Apart from herself, she had just two other electricians working for her, and was barely making ends meet. She said that she had stumbled across the AMP website, after which she attended our vendor training and networking events. Maureen

signed up for the mentoring Program with Pat Vacca who provided technical assistance and encouragement along the way. As of today, Maureen Electrical is making over 2 million dollars in sales with a bonding capacity of 3 million dollars. The company now employs 9 fulltime employees. Maureen's next dream is to reach 6 million dollars in sales during the coming year.

There are many entrepreneurs here today and my message to you is clear. Your goals are our goals; your dreams are our dreams. By working together we can ensure the mutual success of our future and the achievement of our collective dreams.

Much of this achievement would not have been possible without the realization of our funding, and for this we would like to thank Governor Patrick, Secretary Kirwan, and all the Legislators who have supported our efforts in the past three years. I would

particularly like to mention Representative Ted Speliotis, Representative Jeff Sanchez, Senator Tarr, and Senator Brown who got it from the very beginning - got the AMP and what we're about from the start. They believed in the AMP, and without them we could not have fulfilled our dream of

seeking and obtaining funding. We are also delighted with the hiring of new staff to the AMP, who will provide crucial services to support initiatives that service all our constituents including departments, municipalities, contractors and

M/WBEs, providing them with more efficient information, guidance, support, training, and development and mentoring programs.

Because you believed, the AMP continues setting higher standards and increasing expenditures with M/WBEs.

Because you believed, the AMP is considered by the National Economic Development & Law Center, in California to be the best Affirmative Market Program in the entire nation, working to address disparities in public contracting.

In conclusion, I would like to leave you with this thought: "But one thing is sure: Leadership must have a dream, a vision, a mental image, a precise goal of what is to be accomplished. Vision is the currency of Leadership."

I hope and pray to continue to be filled with such vision and surrounded by such visionaries.



**Monsi Quinones at the 4th Annual AMP Legislative Breakfast**



**"Courage faces fear and thereby masters it."**

**Martin Luther King, Jr.**

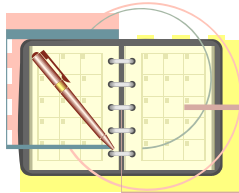


## Affirmative Market Program

One Ashburton Place, Room 1017  
Boston, MA 02108

Help Desk: 617-720-3359  
Fax: 617-727-4527  
E-mail: [Amp@state.ma.us](mailto:Amp@state.ma.us)

"Opening Doors and  
Creating  
Opportunities for  
Minority and  
Women-Owned  
Businesses."



### Upcoming Events

Contact us at [amp@state.ma.us](mailto:amp@state.ma.us) for  
Registration Details

- **AMP Plan Workshop** for State Contractors—Thursday, January 24, 2008 at One Ashburton Place, Boston
- **Department Training**—AMP Workshop for Departments—Thursday, January 24, 2008 at One Ashburton Place, Boston.
- **AMP Business Advisory Board Advanced RFR Training**—Tuesday, January 29, 2008 at Masshousing, Board Room, 1 Beacon Street, 29th Floor, Boston
- **AMP Basic Procurement Workshop** - Thursday, Jan. 31, 2008 at One Ashburton Place, Room 1017, Boston

## Legislative Breakfast

(Continued from page 1)

Operational Services Division spoke on the importance of the AMP program.

Legislative speakers included Representative Ted Speliotis, Senator Scott P. Brown, Senator Susan Fargo, Representative Jay R. Kaufman and Representative Marie St. Fleur was the final legislative speaker.

Monsi Quinones, AMP Executive Director thanked everyone for their support and input that has helped the AMP program continue to grow and reach its goals. Monserrate then highlighted two of the programs goals that were achieved during FY 2007:

- Total Statewide expenditures of goods and services with W/MBE

in 2007 reached  
\$482,302,532.00

- W/MBE are in every district in the Commonwealth and in every major industry.

Monserrate then stated the goals for FY 2008, which included:

- Increasing M/WBE subcontracting by at least 20%.
- To provide recommendations for corrective actions to keep agreements on target.
- To encourage M/WBE participation at all levels.
- Monsi also introduced the newest additions to the AMP team: Gladymar Parziale, Deputy Director, Maria D. Gonzalez, Business Coordinator, and Shilpa Jacobie, Volunteer Intern.

The next speaker, Edith Silva, Executive Director, SOMWBA, spoke on the SOMWBA Certification Initiatives.

Swapan Roy, AMP Board Member (MBE), presented results of a recent AMP survey and spoke of methods to

increase participation.

Jonilee Rossi (WBE), spoke on the benefits of participating in the AMP programs that are provided throughout the year.

Janet Santa Anna, AMP Board Member (WBE), spoke on the Small Business Strategic Review Initiative.

Michael Kaye, AMP Board Member (WBE), spoke on the "In The Spotlight" Successful Case Histories project.

John Monteiro, AMP Board Member (MBE), spoke on Construction and Design.

Robin Cohen, AMP Board Member (WBE) gave the closing remarks and assisted Monsi with a drawing for prizes donated by several participants.

At the end of the program all of the attendees had time to network, which was very productive.



AMP Business Advisory Board Legislative Breakfast Photos by Habakkuk Media Services